

Branding Basics– How do we create desire?

Criterion A: Inquiring and analyzing

Maximum: 8

- i. Explain and justify the need for a solution to a problem for a specified client/target audience
- ii. Construct a research plan, which states and prioritizes the primary and secondary research needed to develop a solution to the problem
- iii. Analyse a group of similar products that inspire a solution to the problem
- iv. Develop a detailed design brief, which summarizes the analysis of relevant research

Level	MYP Level descriptor	Task Specific clarification
0	• The student does not reach a standard described by any of the descriptors below	
1-2	<ul style="list-style-type: none">• States the problem for a solution to a problem for a specified client/target audience• States some research to develop a solution• Develops a basic design brief, which states the findings of relevant research	<ul style="list-style-type: none">• Identified that companies need branding• Created some list of research topics• Listed some features of learning from research
3-4	<ul style="list-style-type: none">• Outlines the need for a solution to a problem for a specified client/target audience• States the research needed to develop a solution to the problem, with some guidance• Outlines one existing product that inspire a solution to the problem• Develops a design brief, which outlines the analysis of relevant research	<ul style="list-style-type: none">• Identified that branding help companies to be recognized• Created a list of research topics needed to complete the branding design (logo, tagline, name)• Annotated existing branding, identify features and techniques used• Listed some of the learning (what needs to be done) as a result of the research
5-6	<ul style="list-style-type: none">• Explains the need for a solution to a problem for a specified client/target audience• Constructs a research plan, which states and prioritizes the primary and secondary research needed to develop a solution to the problem with some guidance• Describes a group of similar products that inspire a solution to the problem• Develops a design brief, which explains the analysis of relevant research	<ul style="list-style-type: none">• Explained why branding is important for a company• Created a list of research topics in order of priority needed to complete the branding design (logo, tagline, name) with teacher’s input• Annotated existing branding, identify features and techniques used that may be applied and useful in creating the new brand design• Summarized learning (what needs to be done) as a result of the research and demonstrated a detailed understanding of the concepts
7-8	<ul style="list-style-type: none">• Explains and justifies the need for a solution to a problem for a specified client/target audience• Constructs a research plan, which states and prioritizes the primary and secondary research needed to develop a solution to the problem independently• Analyses a group of similar products that inspire a solution to the problem• Develops a detailed design brief, which summarizes the analysis of relevant research	<ul style="list-style-type: none">• Justified the importance of branding in developing a sense of corporate identity• Clearly articulated the research or inquiry needed to complete the branding design (logo, tagline, name) with minimal teacher’s input• Critiqued existing branding, identified features and techniques used that may be applied and useful in creating the new brand design• Clearly summarized learning (what needs to be done) and explained the result of the research, demonstrated a detailed understanding of the concepts by giving examples.